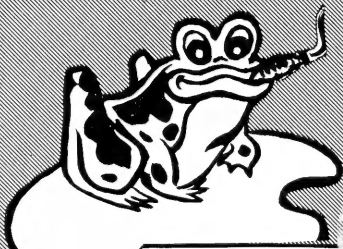


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... 1955 water lily catalog



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GOLDFISH
AQUATIC NUTRITION

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Photograph courtesy of Sam Caldwell, "The Old Dirt Dobber," Nashville, Tenn.
Tune in to his "Garden Gate" radio program heard over CBS Radio Network.

If you have a friend or neighbor whom you think would enjoy our catalog and like to have one, just mail us their name and address on a post card, we will be happy to send them one immediately.

Thank you - - -

For Sending For Our Catalog!

We sincerely hope that you enjoy it! To those of you who have not already discovered the pleasure and beauty of Water Gardening we hope that our catalog will be the key opening the door to hours of enjoyment for your whole family, now and for years to come.

To those of you who have already realized the extra relaxation and satisfaction derived from the beauty of a back yard pool, we hope that our catalog will be a guide to further your enjoyment by buying our aquatics.

Our catalogs have for many years been sought after by beginner and expert alike. They have been used by amateur and professional gardeners throughout the country as a reference for plant identification as well as for a source to obtain top quality plants for pools and water lilies.

Water gardening is fun for everyone! Our catalog makes shopping simple and satisfactory; it brings to you, no farther away than your mail box, a complete mail order market place for everything aquatic.

We take great pride in our catalog and our products. As you page through our catalog you will no doubt agree that it is one of the finest and most complete catalogs of Plants for Pools, Water Lilies, and Goldfish ever published. In this catalog we list only those water lilies and pool plants we have found in our more than thirty years' experience to be the most desirable and suitable for garden pools.

Visitors Welcome-

And we mean it! The picturesque gateway of the Loveland Goldfish Farm, with our Cigar Smoking Bull Frog, has for many years been a landmark on the CCC Highway. Located just twenty miles from downtown Cincinnati, our aquatic nurseries and show rooms have been a mecca for fish and plant lovers for over thirty years. Thousands of visitors have enjoyed wandering through our plant filled greenhouses, and outside around our goldfish ponds and water lily gardens. A multitude of faces have become familiar and we have made many, many friends among our customers who come regularly to see us.

Visit us soon — our competent staff is always ready to assist you in making your purchases and to answer any question you may have pertaining to your pool or water garden.



How to Order

Please print or write legibly your name and address in full. If your street address differs from your Post Office or Railway Express address, designate in space provided on order sheet.

Help us to fill your order correctly. Specify by name and catalog number wherever possible, plants, collections, goldfish, or merchandise you select from this catalog.

To facilitate handling of your orders, do not write letter on this order sheet.

Remittance in full must accompany all orders.

How We Ship

Parcel Post—We can ship via parcel post all items listed in this catalog except GOLDFISH. For parcel post shipment, add to all orders over \$3.50 — 10% of the total amount to cover the cost of postage and packing. Orders from \$1 to \$3.50 require 35c for postage and packing.

Railway Express—We will ship GOLDFISH, and other items when ordered with Goldfish, via Railway Express—SHIPPING CHARGES COLLECT. This means, you pay us for the merchandise you order, and pay the deliveryman the transportation charges.

Thank You for Your Order!

We appreciate your business and try to satisfy all our customers by shipping only the "Finest of Things Aquatic." All Goldfish, Plants, and Merchandise, ordered from this catalog are guaranteed to reach you in good condition. (See back of this page for further terms, and directions.)

USE THIS ORDER SHEET

LOVELAND GOLDFISH FARM JOE JOHANNIGMAN, JR. LOVELAND, OHIO

Date

Please Print Name and Address Plainly

Name

Address

City

State

Post Office

Express Office

(If different from Post Office Address)

TERMS: CASH WITH ORDER. NO GOODS SENT C. O. D.

Quantity

Number and Name of Item or Collection

Dollars

Cents

DO NOT WRITE
IN THIS SPACE

R.

F.

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Cash

Check

By

EX.

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ADD 10% OF AMOUNT OF ORDER IF YOU DESIRE ORDER SENT PARCEL POST. ORDERS \$3.50 OR LESS REQUIRE 35c FOR POSTAGE & PACKING.

Ohio Customers only—Add 3% Sales Tax—except on Fish Food

MINIMUM ORDER \$1.00

TOTAL

P5

We Are As Close To You As Your Mail Box

HOW TO ORDER

These Terms and Directions Apply To Retail Orders Only

Order early—our stocks are complete now—use this order sheet—additional order blanks will be sent with your order or on request. Print your name and address plainly on order blank—order by number as well as name of item from our catalog wherever possible. To facilitate handling do not write letters on same sheet as orders.

REMITTANCE—Should be made by post office or American express money orders, bank draft, or your personal check. We do not recommend that you send currency or coins in the mails.

No C. O. D. orders accepted.

Minimum order from our catalog \$1.00.

If shipment is to be sent via Parcel Post—add 10% to your order to take care of handling and postage. Orders for \$2.50 or less require 35c extra for postage and packing. This amount must be added to amount of order. West of the Rockies add 50c.

If no allowance for Postage accompanies your order we shall assume that you wish your order shipped Railway Express—shipping charges collect.

HOW WE SHIP—

Railway Express—Aquariums, Stands, Aquarium Gravel, Aquarium Cement, Goldfish, Glassware Items as indicated, Soil, and other large, heavy or bulky items are shipped via Railway Express, shipping charges collect. Other items ordered with above listed items can also be shipped Railway Express.

BAD ORDER REPORTS

If your shipment via Railway Express arrives damaged, spoiled or dead on arrival, accept shipment and Express charges. Have the delivery man or your Railway Express agent give you a "Joint Inspection Bad Order Report" stating your loss or damage—condition of contents—and box. If shipment was delayed enroute state length of time enroute—report all evidence of rough handling. In the case of goldfish state whether loss was due to can being overturned or damaged to cause water leaking or loss.

We do not guarantee replacement of any items shipped Railway Express unless we receive a copy of the Bad Order Report in the event of loss or damage.

GOLDFISH ORDERS AND SHIPMENT

All goldfish orders must be shipped Railway Express—if additional plants or merchandise are ordered with goldfish they can be sent at the same time along with the goldfish. No orders for goldfish accepted if shipping distance is over 1,000 miles.

We guarantee live arrival on all goldfish orders—if your shipment should arrive in bad condition get a "Bad Order Report" from the Express company—mail this to us—and return the empty shipping can—with these—we can replace "free" your loss. The right to replace or refund the purchase price is reserved to our discretion.

All cans which require a deposit must be returned prepaid to us at once—the deposit does not cover the cost of our cans—we would rather have our cans than your deposit—please help us!

PARCEL POST SHIPMENTS

We ship Parcel Post all small items when sufficient postage is included. All easily broken items are shipped Parcel Post insured. If your order is shipped insured and arrives damaged file claim with post office and send us this claim form for completion so that we may replace loss or damaged merchandise.

For safe speedy shipment of Aquatic Plants or other plants we strongly suggest Parcel Post Special Delivery. If Special Delivery shipment is desired add 15% to amount of your postage allowance.

Prices apply only to the United States proper.

Entire Contents this Catalog Copyrighted 1955—Loveland Goldfish Farm.

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GUARANTEE

We ship good stock carefully packed. All goods are guaranteed to reach you in good condition. If shipment should arrive in bad condition—be sure to receive a Bad Order Report from the Express Co.—stating condition of package and of fish—condition of water and if delayed stated thereon. Loveland Goldfish Farm makes no warranty, expressed or implied, with reference to any merchandise sold by us, except as to certified size and quality, and that all stock shall be true to name and our liability in any case shall be limited to the replacement of such items as are short or damaged.

If any of your friends desire one of these catalogs just have them drop us a card, we will gladly mail one to them.

FOR YOUR WATER GARDENING PLEASURE

Water gardening is fun for everyone! A lily pool, whether it be large or small can bring to your own back yard rare and exotic beauty of water plants that cannot be rivaled by their sisters of the soil. Add a pool to your garden this year. It need not be large, you can have all the beauty of a big pool in a common wash tub or discarded bath tub. If you prefer, simple little pools are easily built out of concrete block, used brick, or stones and lined with cement. For a summer of real gardening pleasure, now and for years to come, try a miniature water garden of your own. These collections will assist you:

Collection No. 5 A TALL GROWING PLANTS FOR CENTER OR BACKGROUND PLANTING

Six plants suitable for planting in a box or pot about 3 to 6 inches below the water level. One each—Egyptian Paper Plant, Imperial Taro, Umbrella Plant, Variegated Sweet Flag, Water Poppy, and Water Hyacinth.

ALL FOR ONLY \$2.00

Collection No. 2 FOR THE MINIATURE WATER GARDEN

All that you need for a Tub Garden—1 Hardy Water Lily—(Specify color—White, Pink, or Yellow), 3 Shallow Water Plants—1 Oxygenating Plant—1 Water Hyacinth—1 Water Poppy—1 pair Live-Bearing Snails.

ALL FOR ONLY \$3.50

Collection No. 1 LOVELAND SPRING PLANTING COLLECTION

If you already have a pool you know that every spring it needs a little house cleaning—a few new plants and snails—some mossy plants for the goldfish to hide in and to lay their eggs on. Every-

thing you will need to make your pool ready for a season of pleasure, even a box of Fish Food and Fish Tonic is included. You get: 5 bunches assorted oxygenating plants, 2 Water Hyacinths, 1 bunch Parrot Feather, 2 Water Poppy, 5 Snails, 1 box Fish Tonic, and 1—10 ounce box JO-JO Outdoor Fish Food. (Regular \$3.45 value).

ALL FOR ONLY \$2.75

Collection No. S 1 SCAVENGERS FOR THE POOL

Snails and scavengers are necessary for the cleanliness of your pool and the health of your fish. They help keep the pool clean by devouring excess algae and decaying plant matter and by eating excess food that would sour in the water. Snails add to the interest of a pool and are usually reproductive and hardy. Collection S 1 consists of 10 assorted snails and clams (Fresh Water Mussels) Japanese Live Bearing Snails—Ramshorn Snails—Phillipine Snails.

10 ASSORTED SCAVENGERS FOR \$1.00

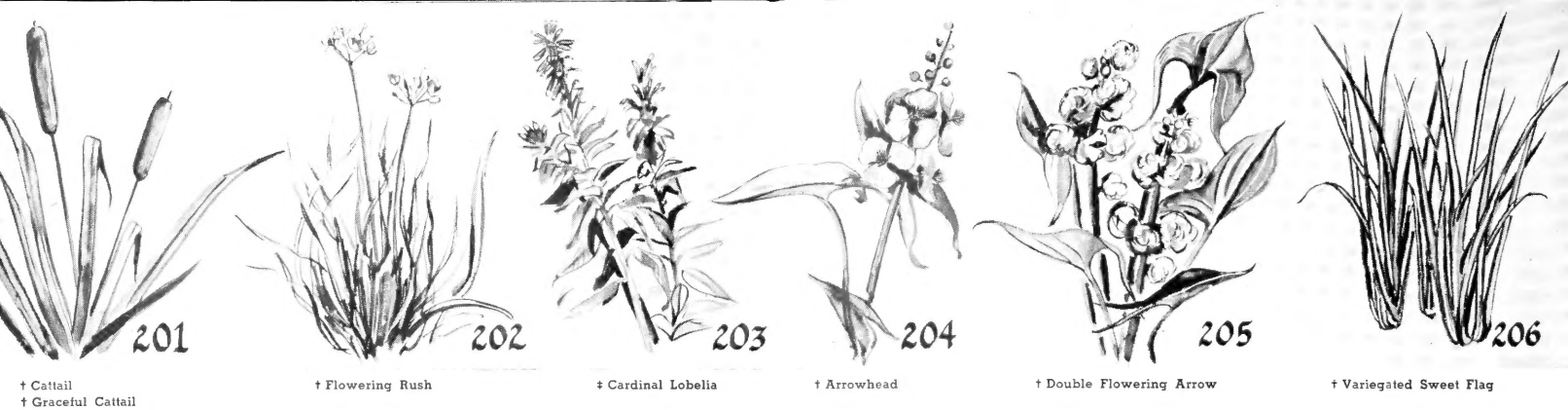
Collection No. S 3 SUBMERGED OXYGENATING PLANTS

Plants that grow below the surface add life giving oxygen to the water and help to keep the water clean and clear. Submerged plants provide also a hiding place for baby fish and a shady rest as well. Included in this collection of oxygenating plants are seven assorted varieties best suited for this purpose. Anacharis, Cabomba, Myriophyllum, Money Wort, Ludwigia, Valsneria, and Sagittaria.

7 ASSORTED OXYGENATING PLANTS FOR \$1.00

PLANTS ILLUSTRATED ABOVE ARE LISTED IN COLLECTIONS ON THIS PAGE. IDENTIFIED AS FOLLOWS: FROM LEFT TO RIGHT:

Water Poppy—Egyptian Paprus Plant—Taro—Umbrella Plant—Variegated Sweet Flag—Water Hyacinth—(All these plants illustrated in pot are included in Col. 5 A)—Parrot Feather—Hardy Water Lily—Valisneria—Cabomba—Anacharis—Sagittaria—Myriophyllum.



These *Water Plants* provide the finishing touch to the perfectly balanced garden

HERE are grouped those plants which grow in the water. They are varied and interesting, and give the much desired natural effect to the pool. They are easily grown. Most of them do best in shallow water and so the pots, boxes, or tubs should be raised to within two to eight inches of the surface.

These are wonderful possibilities with Water Plants to give your pool a unique and tropical appearance. Try a collection of Taro, Umbrella Palm, Papyrus and Primrose Willow, grouped together in a corner of the pool or in the center, or a collection of Primrose Willow, Parrot Feather and Forget-Me-Nots in a shallow corner of the pool.

For a natural pool use plenty of Japanese Iris planted right at the edge or in one to three inches of water. Our sturdy, healthy plants reach you ready to grow. If you have ever planted aquatics before you know the value of starting with good plants. Varieties marked with a (*) are particularly adapted to a depth of 6 to 12 inches.

Varieties marked with a (†) are suitable to plant at about 2 to 6 inches.

Varieties marked with a (‡) are plants that like wet feet but with crowns and stems preferring the air and sunlight.

Varieties marked with a (§) are the beautiful Tropical Plants.

THE FOLLOWING PLANTS ARE PERENNIAL: Water Iris, Japanese Iris, Cattails, Cardinal Lobelia, Floating Heart, Forget-me-nots, Pickeral Plants, Parrot Feather, Var. Sweet Flag, Primrose Creeper, Cellophane Plant, Flowering Rush, Arrowheads.

PLANTS THAT GROW SIMILAR TO WATER LILIES: Water Poppy, Water Snowflake, Floating Heart.

PLANTS THAT VINE: Floating Heart, Parrot Feather, Primrose Creeper, Morning Glory.

201 †CATTAIL. Swamp plant. Hardy. 2 for 35c.

201A †GRACEFUL CATTAIL. A tall variety with slender cattails. These plants furnish a very fine background in massed plantings. 2 for 50c.

202 †FLOWERING RUSH. A hardy plant with peculiar three-sided leaves. Pink flowers are borne on round stems. 35c each; 3 for \$1.00.

203 †CARDINAL LOBELIA. Another beautiful native plant. Spikes of rich, cardinal-red flowers. 35c each.

204 †ARROWHEAD. A hardy plant that is easily grown. When in bloom its white flowers are admired. Spreads rapidly. Beautiful shaped leaves. 25c each; 3 for 50c; \$1.50 dozen.

205 †DOUBLE FLOWERING ARROWHEAD. A hardy plant for shallow water. Big beautiful double flowers—borne on long stems.

Each 50c; 3 for \$1.35

206 †VARIEGATED SWEET FLAG. An old but worthwhile plant for the pool. Excellent for shallow water either in the pool or in a natural pond. Spreads rapidly and soon makes a wonderful display. Saber-like leaves, broadly striped green and ivory. 35c each.

207 †UMBRELLA PALM. Sub-tropical. This interesting plant forms a clump of tall round stems surrounded with a cluster of expanded foliage that somewhat resembles an umbrella. It thrives in moist soil. It may also be grown as a house plant. 35c.

208 †PRIMROSE WILLOW. Erect plants 2 to 3 feet high with attractive narrow foliage and bright yellow blossoms. Very desirable at the edge of the pool or in tub gardens. 35c.

209 †WATER MORNING GLORY. This is something that IS NEW. It is a vining plant, grows to a length of 6 feet. Its blooms are huge cornets of glossy white, reaching a diameter of 6 inches. Beautiful beyond imagination, it should be included in your water garden. Excellent for solariums. 25c each.

* Parrot Feather

† Snowflake

† Water Poppy

§ Water Lettuce

§ Floating Fern

†§ Water Sprite





207

† Umbrella Plant



208

† Primrose Willow



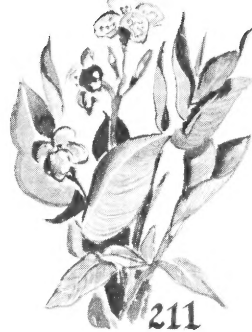
209

† Morning Glory



210

† Papyrus



211

† Water Canna



212

† Imperial Taro
† Violet Stem Taro
† Purple Stem Taro

210 †PAPYRUS or Egyptian Paper Plant. A very beautiful water plant with pleasing heads of foliage, reaching a height of four to six feet. It is unexcelled for pool planting. 50c.

211 †WATER CANNAs. One of the best plants for pools—large canna leaves and flowers—tall growing, effective, and free blooming. 75c each

212 †IMPERIAL TARO. This plant should be in every water garden. A very attractive plant when planted in corners or used as center attraction. The leaves are blotched a dark brown and violet black. You will surely enjoy having this plant. Not hardy but usually can be wintered over in basement if kept wet. 75c each.

212A VIOLET STEM TARO—\$1.50 each.

212B PURPLE STEM TARO—\$1.00 each.

213 †PARROT FEATHER. Planted in water twelve inches deep, it sends silvery green heads along the top of the water. Planted in damp soil, it will grow and make a lovely showing. Try it—25c.

214 †WATER SNOWFLAKE. Similar in growth to a lily. Shipped as a detached leaf which soon forms new plants. Each new leaf is soon filled with dainty little white flowers. Quite novel. 35c each

215 †WATER POPPY. This popular plant is one of our favorites and can be grown successfully in any pool—large or small or in tubs.

Can be planted in combination with lilies. Poppy by itself makes a wonderful appearance. The leaves float upon the surface, flowers are large and yellow—similar to the Poppy. Continuous bloomer. 25c each; 3 for 50c; \$2.00 per dozen

216 †WATER LETTUCE. Rosettes of beautiful iridescent green leaves; paler and with grayish tones forming a lovely contrast to the water Hyacinth when they are grown together. 25c each.

217 †FLOATING FERN. Beautiful, tropical, true fern, making a wide rosette of green leaves. Little ferns many times form on their antler-like leaves. 15c; 2 for 25c.

218 †WATER SPRITE. Broad fern like fronds that spread fan-like under water. New plants reproduced from the leaves. Light green in color. May also be used as floating plants. 25c each.

219 †YELLOW WATER IRIS. One of the most graceful and satisfactory of all the shallow water plants. Readily adapts itself to any condition—will grow in water up to 10" deep or grow as a garden plant at the pool's edge. Tall sword leaved plant—all colors—large blooms. 35c each; 4 for \$1.00.

220 †BLUE WATER IRIS. 35c each; 4 for \$1.00.

221 †JAPANESE WATER IRIS. 50c each; 4 for \$1.75.

222 †PICKEREL PLANT. Beautiful blue flowers. Total growth about 2 feet. 35c each.

223 †FLOATING HEART. Small leaves resembling Water Lilies; brilliant yellow flowers. 2 for 25c.

224 †PRIMROSE CREEPER. A rapidly growing partially submerged aquatic with yellow flowers. 25c.

PLANTS NOT ILLUSTRATED

225 †FORGET-ME-NOT. The well known spring and summer flowering plant. 35c each.

226 †YELLOW CALLA LILY. Its flowers are as large as the above variety but a golden yellow color. Beautiful foliage. Dark green leaves with spots of creamy white. 75c each.

227 †AZOLLA, CALVINIA, DUCK WEED. Curious floating plants. Per portion 25c, assorted.

228 †WATER HYACINTH. The plant for every pond, pool or tub, water garden. A beautiful decorative plant floating with bright lavender flowers in spikes, has rosettes of rich green leaves with inflated base. The roots are long and fibrous making this plant the finest to use in spawning fish. So if you want to try and raise a few baby goldfish include this plant with your order. 4 for 50c; \$1.45 dozen. (Illustrated page 5).

229 †PURPLE WATER HYACINTH OR CREEPING WATER HYACINTH. Illustrated below. A creeping variety with lovely Bluish Purple Blooms Planted about 6 inches below surface, it just runs and runs, making a wonderful growth in a short time and very free blooming. 50c; 3 for \$1.35.

† Yellow Water Iris

† Blue Water Iris

† Japanese Water Iris

† Pickerel Plant

* Floating Heart

* Primrose Creeper



219



220



221



222



223



224



DAY BLOOMING EXOTIC LILIES

BLUE VARIETIES

BLUE BEAUTY. A wonderful variety, immense deep blue blooms, large as dinner plates, free flowering. Blooms illustrated above. **\$3.00 each**

DIRECTOR GEORGE T. MOORE—A famous Pring Hybrid. A very deep purple-blue flower, a new color in tropical lilies. **\$3.50**

BAGDAD—A combination leaf and flower Attraction—The leaves are marked with patches of dark reddish brown—The flowers—pale wisteria blue gold centered. **\$3.00**

PURPLE VARIETIES

AUGUST KOCH. This Lily is free flowering and of extremely easy cultivation. Its flowers are 7 to 8 inches across, very fragrant. The sepals are purplish lilac and the petals pale wisteria-violet. **\$3.00**

PANAMA PACIFIC. It is an everblooming viviparous, strong growing and free flowering. The predominant color is reddish purple and the stamens are yellow. A most excellent variety. **\$2.75**

PINK VARIETIES

CHICAGO. A clear pink lily with quantities of large blossoms; having as many as 8 blossoms at one time. The leaves are spotted mahogany. **\$2.35**

PEACH BLOW—Flowers petals are pink, flushed with yellow at the base. It is free blooming—Rosette shaped flowers. **\$3.00**

GENERAL PERSHING. It is the finest of all pink tropical day blooming lilies. Gorgeous, bright pink blossoms. This variety is a very prolific bloomer. **\$3.00 each**

YELLOW VARIETIES

SUNBEAM—You will like this new deep yellow—Tropical lily free blooming. **\$4.00**

WHITE VARIETIES

MRS. GEORGE H. PRING. A new and novel type that produces numbers of large fragrant white flowers with pointed petals. Petals broader at the base and more pointed at the tip. **\$2.75**

NIGHT BLOOMING EXOTIC LILIES

WHITE VARIETIES

JUNO. Immense, pure white blossoms. The largest flowering Night Blooming lily. Unequaled for form and beauty. On cloudy days or in later summer when the weather is cooler, these superb blooms remain continuously. **\$2.50 each**

MISSOURI. The finest white night blooming variety. The earliest to bloom and very dependable. **\$2.75**

RED VARIETIES

H. C. HAARSTICK. The flowers of this Night Blooming Lily are large and exotic in appearance; vivid red in color. This variety you will like. Plant one and your pool will be a center of interest. Leaves are handsome, purple-red in color. **\$2.75 each**

EMILY GRANT HUTCHINGS. We are now listing this new night blooming water lily—extremely large cup shaped flowers—Amaranth red color—Free Bloomer—should be in every pool. **Price \$2.50 each**

Exotic Lilies

Day and Night Blooming Tropical Water Lilies

These Exotic Water Lilies bloom earlier and last longer than the Hardy Water Lily varieties. Immense blooms—pastel pinks and purple, rich deep blue, vivid crimson, and golden yellow—blooms that are borne regally on erect stems above their beautiful foliage, bring an exotic color and delicate fragrance to your pool that no other lily can. Night blooming varieties enhance your water garden as the sun goes down. No pool is complete without at least one of these tropical water lilies. We have listed in our catalog only those varieties we have found in our experience to be the most satisfactory. Our selection has been based on their own individual merits, color, free-blooming qualities, hardiness, and foliage. These are the varieties our customers everywhere have been buying year after year.



WATER HYACINTHS

A beautiful floating plant for every water garden—bright lavender flowers grow above rosettes of rich green leaves with inflated base. The long roots of this plant are dense and fibrous which make it the finest plant to use for spawning goldfish. New plants form rapidly and grow from runners of the mature plant. Floating water hyacinths with their rich green foliage and gorgeous lavender colored blooms add untold beauty to any pool. And by all means, if you intend to raise some baby goldfish have at least a half dozen in your pool this spring.

20c EACH — 4 for 50c — \$1.45 DOZEN

Hardy Water Lilies

Bloom and Beauty Year After Year

Our Hardy Water Lilies Are Guaranteed To Grow!

Guaranteed to give satisfaction—our Hardy Water Lilies are the easiest to grow. Choose any of the colors we have listed on this page—or order a complete collection for your pool. Properly planted, these lilies will grow and multiply this summer, and can easily be held over winter for next year's pool. These sturdy growers offer you a great variety of lovely waxen flowers; a galaxy of colors floating on the surface of the water in your pool.

We list in our catalog the Water Lilies we have found to be, in our thirty years of water gardening experience, the best and easiest grown. Some are new varieties, others are our old favorites that have proven themselves to be thoroughly hardy, prolific bloomers, and vigorous growers.

For your convenience we send along with every order printed leaflets containing complete cultural directions for the planting, propagation, and care of water lilies and water garden plants.



Red Varieties

GLORIOSA. One of those Lilies with an abundance of "It." It has no equal for blooming. No pool is complete without this beautiful red Lily. **\$3.50**

ATTRACTION. This bright red Lily is an attraction in itself. Large blooms frequently 8 inches across make everyone want to have this variety in their pool. A real aristocrat of the aquatic family. **\$4.00 each**

ESCARBOUCLE. The prettiest red of them all. It is a Lily we can recommend. A free grower. An early bloomer, exceptionally hardy. **\$4.50 each**

Yellow Varieties

SUNRISE. The biggest and best of them all. Looks like huge yellow suns floating among leaves that are beautifully marked with brown spots. The flowers are graceful in form, of glorious canary color. A lily that should be in every water garden. **\$3.50**

CHROMATELLA. A variety that far outsells any other Lily. It is one of the best of the yellow varieties. Leaves beautifully marked in deep green and brown. Bloom a rich yellow in color. **\$2.75 each**

YELLOW PIGMY. A tiny little pigmy that is ideal for tub-culture, or very small pool. Flowers are only 1 to 2 inches across. Of a rich golden yellow. **\$1.50 each**

Orange Varieties

COMANCHE. This is our choice of a sunset color Lily for a large pool. It has all one could ask for a Lily. It begins to bloom very early in the spring and we have seen it in bloom until ice forms in the ponds in winter. The color is a rich apricot, then changing to a deep bronze. **\$3.50**

AURORA. On the first day the flowers are a soft, rosy apricot, deepening by the third day to nearly a red. After your plant is established you will see blooms of three distinct colors. Quite an attraction. Suitable for small pools or tub garden. **\$2.25 each.**

White Varieties

GONNERE. The greatest and finest of white Lilies. Each blossom is a perfect globe. This variety is double clear to the center. Snowy whiteness of color. In our opinion it is one of the most attractive Lilies in our garden. **\$3.50 each**

ALBATROSS—a giant variety. With its huge widespreading blooms, it is so very comparable to the significant name that it has won many who are looking for a pure white Lily. This is quite the outstanding Lily in any pool where it is given any chance for growth at all. **\$3.25**

MARLIAC ALBIDA. A most desirable white variety, free bloomer. Try it. We are certain it will please you. **\$1.75 each**

GLADSTONE. One of the best of the White Lilies. Large white flowers with broad waxy petals. A strong grower and a free bloomer. It is excellent as a cut flower and very popular with beginners as it is grown so easily. **\$2.50 each**

Pink Varieties

MARLIAC ROSEA. This pink Lily stands out as a worthwhile variety for any pool. Excellent as a cut flower variety, its waxy blossoms last several days when picked. **\$2.50 each**

AMABILIS. A new variety that is a beauty. So different in form and bloom that we recommend it as something really worth while. It's in a class by itself. In color it is a bright silver-pink and its blooms easily average 7 inches in diameter. **\$3.50 each**

JOANNE PRING—A hardy pink miniature Water Lily—Flowers 2 to 2½ inches across and a rich deep pink in color—lighter toward the upper tips—Stamens are orange—yellow on the inside—and deep pink on the outside. Useful for tub garden or can be grown in any size pool. **Each \$3.00**

LOVELAND ALL STAR HARDY WATER LILY COLLECTION

If you are building a new pool this year, or renovating your old one you will want to start out with a new collection of the best Hardy Water Lilies available. To assist you in making the best possible selection we have grouped these outstanding hardy water lilies in two collections, both collections are intended for pools with a surface area of from 9 to 15 square feet.

FOUR STAR HARDY WATER LILY COLLECTION—

One each of the following varieties—RED—ATTRACTION; YELLOW—SUNRISE; PINK—AMABILIS; WHITE—GONNERE—regular \$14.50 value—SPECIAL COLLECTION PRICE only **\$12.95.**

THREE STAR HARDY WATER LILY COLLECTION—

Three hardy water lilies at a modest price. All three of these lilies are selected from the more popular varieties in a medium price range. One each of the following varieties: RED—GLORIOSA; WHITE—GLADSTONE; YELLOW—CHROMATELLA—Regular \$8.75 value—SPECIAL COLLECTION PRICE **\$7.95.**

Collection No. 4

FOR SMALL POOLS—A COMPLETE COLLECTION
2 Water Lilies—Marliac Rosea and Gladstone.

6 Beautiful Floating, Shallow Water and Submerged Plants.

This collection can be arranged nicely in a pool—
with top surface—4x4 or larger.

ALL FOR \$4.95

The Lotus-

There is something fascinating about a Lotus. Symbolic of purity under temptation, so the followers of Buddha have said.

In the Lotus we see beauty of form and harmony of color, great concave, shield-like leaves often 2 feet in diameter, large buds borne on long stems 4 to 8 feet tall, enormous flowers with delightful fragrance.

Lotus are perennial, coming up year after year. They should be planted in full sunlight at a depth of from 6 to 18 inches below water level in a container, which should be about 15 inches by 24 inches and at least 10 inches deep. Soil, a rich mixture of top soil and well rotted cow manure.

Lotus are shipped from April 15th to June 15th.

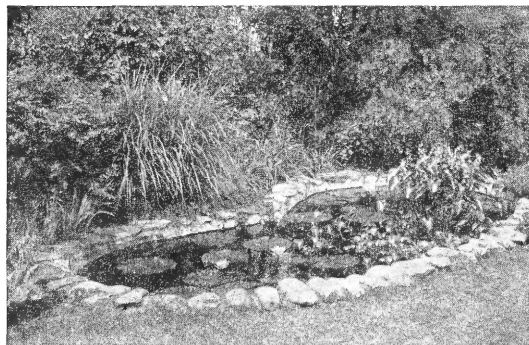
CHINESE RED LOTUS. The King of Lotus. Large full double flowers of bright rosy carmine carried well above the foliage. A gorgeous variety; magnificent in every respect. Can be grown in tub, small or large pool—natural lake—in pools provide a box containing at least 3 bushels of soil. **Each \$4.50**

AMERICAN YELLOW LOTUS. (Luteum). Native to some of the States in the South and West. Flowers, rich yellow, large grower, requires considerable room in a pool. **Each \$3.50**

EGYPTIAN PINK LOTUS. (Speciosum). The Sacred Lotus of the Nile. Rosy pink blooms. Shy bloomer in a small pool. **Each \$3.50**

SHIROMAN WHITE LOTUS—Illustrated below—Big double blossoms of pure white color. Truly the Queen of Lotus. **Each \$4.50**

MIXED LOTUS. During the spring rush, labels get lost, and if you want "just a lotus" order one of these. **Each \$3.25**



COMPLETE POOL COLLECTION for Any Popular Size Pool

COLLECTION No. 15

1 Chinese Double Lotus, 1 Blue Beauty, Tropical Lily, 1 Glorioso, Hardy Red Lily, 1 Chromatella, Hardy yellow; one each, Umbrella Palm, Papyrus, and Cattail.

ALL—these beautiful plants to complete your Water Garden. Regular catalog value \$14.85.

Collection Price \$12.50



COLLECTION NO 2-A TEN ASSORTED FLOATING PLANTS

This aquatic collection should be ordered with Lily collections. An excellent group of Floating Plants most useful for your fish to spawn on and for your baby fish to hide in. In this collection are the interesting Water Fern, Shell Flower, Parrot Feather and Water Hyacinths.

**Collection No. 2-A
\$1.75**

COMPLETE POOL COLLECTION NO. 31

Here Is A Collection That Is Complete In Every Respect!

EVERYTHING YOU NEED TO COMPLETELY STOCK A POOL 4x4 FT. OR LARGER. TO GIVE YOU THE MOST VALUE FOR YOUR MONEY AND AT THE SAME TIME INCLUDE EVERYTHING YOU WILL NEED FOR A SEASON OF WATER GARDENING PLEASURE WE HAVE LISTED HERE THIS GROUPING OF PLANTS, GOLDFISH, WATER-LILIES, SNAILS. A REAL VALUE—COLLECTION NO. 31 INCLUDES:

2 HARDY WATER LILIES (Pink, Marliac Rosea—White, Gladstone), **2 Beautiful Shallow Water Plants**—4 Submerged Oxygenating Plants—4 Water Hyacinths—2 Japanese Live Bearing Snails—25 Assorted Goldfish (Goldfish Col. No. 25). Shipping can for goldfish included in price of this collection.

Collection No. 31 — All for \$8.50

PROPER FEEDING IS IMPORTANT!

JO-JO OUTDOOR FISH FOOD—10 oz. package. This is a scientifically compounded food for all outdoor fishes; contains all the ingredients necessary for the growth, color, and vitality of healthy fish.

JO-JO OUTDOOR FISH FOOD — 10 oz. Box

50c each; 3 for \$1.45

READ BEFORE ORDERING GOLDFISH

**GOLDFISH ARE SHIPPED RAILWAY EXPRESS—MINIMUM ORDER \$2.00
WE GUARANTEE LIVE ARRIVAL OF GOLDFISH**

NO ORDER ACCEPTED FOR GOLDFISH IF SHIPPING DISTANCE IS OVER 1000 MILES

Live arrival guaranteed under the following conditions: If shipment arrives in bad condition notify the Railway Express Claim Department at once—obtain from them a "Joint Inspection Bad Order Report." Return our can and mail us this Bad Order Report. With this, we can replace the dead fish to you free of charge. No claims will be considered without this Bad Order Report. We reserve the right to replace or refund purchase price of fish at our discretion.

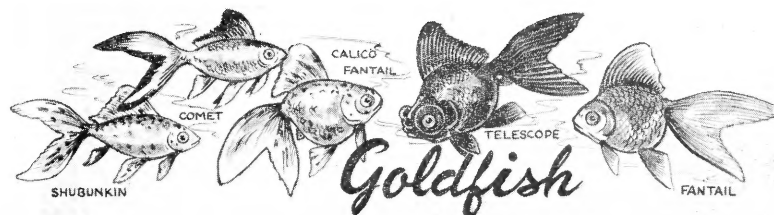
SHIPPING CANS

Orders for up to 25 fish are shipped in non-returnable shipping cans. Add 50c to the amount of your order for the cost of this can.

Orders for up to 50 fish are shipped in our type "B" shipping can. We require a deposit of \$3.00 to insure the return of this can. "B" Cans to be returned prepaid, your deposit refunded on receipt of our can.

Orders for more than 50 fish or larger fish are shipped in our type "A" shipping cans. We require a deposit of \$7.50 to insure return of this can. "A" cans to be returned prepaid, your deposit refunded on receipt of our can.

Please Note: All type A and B fish cans can be returned via the Railway Express "EMPTY CONTAINER RATE" from any point in the United States plus tax. The deposit we require is nowhere near the value of these shipping cans, we must have these cans back. We expect your co-operation and appreciate it.



Minimum Order \$2.00 plus Shipping Can.

COMET TAILS—These are the best known of the goldfish; a variety with long graceful tails and brilliant colors.

LARGE GOLDFISH — COMET TAILS

2 to 3 inch.....	each	15c.....	dozen	\$ 1.50
3 to 4 inch.....	each	20c.....	dozen	2.00
4 to 5 inch.....	each	35c.....	dozen	3.50
5 to 6 inch.....	each	50c.....	dozen	5.00
6 to 7 inch.....	each	1.00.....	dozen	9.00
8 to 9 inch.....	each	1.50.....	dozen	12.00
10 to 12 inch.....	each	3.00.....	dozen	30.00

FANTAILS—The most graceful and perhaps best liked of the goldfish.

2 inch.....	each	25c.....	dozen	\$2.50
3 inch.....	each	35c.....	dozen	3.50

SHUBUNKINS—A thoroughly hardy fish with brilliantly mottled colors, blue, red and black, white, yellow, and brown. These fish are also known as "Calico Fish".

2 to 3 inch.....	each	25c.....	dozen	\$2.50
3 to 4 inch.....	each	35c.....	dozen	3.50

CALICO FANTAILS—A delightful combination of brilliant calico colors and graceful tail. The Calico Fantail is one of the more unusual types of goldfish.

2 inch.....	each	35c.....	dozen	\$3.50
3 inch.....	each	50c.....	dozen	5.00

TELESCOPES—These velvety black fish have large protruding "pop-eyes."

2 inch.....	each	35c.....	dozen	\$3.50
3 inch.....	each	50c.....	dozen	5.00

GOLDFISH COLLECTIONS

COLLECTION NO. 25—FOR THE SMALL POOL

25 FISH. A complete collection of small size fish for the small pool assorted as follows:
15 Selected Common fish, 3 to 5 inches; 6 Calico fish; 2 Telescopes; 2 Fantails.

25 Fish, \$4.00—Shipping Can included.

COLLECTION NO. 26—FOR THE MEDIUM POOL

FIFTY FISH. A combination of all sizes of goldfish assorted as follows: 20 selected common fish 2 to 4 inches; 10 Calico fish, 2 to 4 inches; 10 selected goldfish, 4 to 6 inches; 10 assorted Fantails and Telescopes.

50 Fish, \$7.50—plus \$3.00 Deposit for return of Shipping Can.

POOL ESSENTIALS

these items are a must!

JO-JO OUTDOOR FISH FOOD—10 ounce package. A scientifically compounded, nutritious fish food, containing all the ingredients necessary for a proper and balanced diet. Proper feeding is important to the health and vitality of your fish, especially early in the spring, when goldfish begin their vigorous spawning period after winter inactivity.

JO-JO OUTDOOR FISH FOOD 50c per Box — 3 for \$1.45

WATER RITE—Don't take chances—don't let chlorinated city water kill the fish in your pool. When you drain your pool to clean it—add WATER RITE after filling it before replacing the fish. WATER RITE—eliminates chlorine and chloramine from city water, makes it instantly safe to use.

WATER RITE 4 ounce jar \$1.00 (Treats 250 gallons)

WATER RITE 1 pound jar \$3.25 (Treats 1000 gallons)

Directions on jar for use.

POOL DISINFECTANT (Potassium Permanganate)—An antiseptic deodorant, germicide, and fungicide. It is used to kill and control growth of green algae, as a water purifier, and to kill fish lice or other pool parasites. **PER BOTTLE 50c.**

FISH TONIC—(Bausmans) A salt base tonic—helps to heal bruises and prevent fungus—peps up fish in the springtime after the ice has thawed. **4 OUNCE BOX 25c.**

ARGUCIDE—Keeps fish healthy—Water clear.

Use Argucide to kill fish lice in outdoor pools and to control green algae. Easy and economical to use, will not harm fish or plants when used as directed. Complete instructions in package.

ARGUCIDE—2½ oz. size—for small pools up to 1600 gal. \$1.25

ARGUCIDE—4½ oz. size—for pools up to 3200 gal. \$1.75

BOOKS

GOLDFISH VARIETIES AND WATER GARDENS—by Wm. T. Innes. Thoroughly covers care and breeding of Goldfish and many native fishes; growing and raising of Water Lilies and Water Garden Plants; pool construction and care. 500 pages, beautifully illustrated. **Price \$5.50**

GOLDFISH HANDBOOK—A small but very interesting book. About the popular variety of fish. Price 25c

ENJOY YOUR GOLDFISH by Douglas V. Putnam—A practical guide to the care of your goldfish. Feeding, ailments, plant life, accessories. Goldfish as decoration. How to build an outdoor fish pool. Price 45c

GOLDFISH AS PETS—Axelrod—The latest and most modern booklet illustrating and describing every known variety of Goldfish. Excellent reading material with beautiful pictures throughout. Price 25c

PET TURTLES—Julien L. Bronson. Profusely illustrated, 24 pages full of authoritative information on the care of turtles in captivity. Price 30c



SCAVENGERS...for the Aquarium and Pool

Be sure you have some of these scavengers in your aquarium. Snails are always interesting to watch and are of real value because they help to keep the aquarium clean. Snails consume much of the excess food and debris from decaying plant leaves; they also feed on Algae. Like any other scavenger, they cannot be expected to keep the water clear or to remove all the debris that accumulates on the bottom. Snails do not attack live fish, but they do provide an additional service in that they feed on the carcass of dead fish which prevents the dead fish from "souring" the aquarium water.

MYSTERY SNAILS (Ampullaris Cuprina)—This four-horned snail derives its name from the mysterious fashion in which it lays eggs outside the water in which they live. 200 to 300 eggs are deposited on the surface above the water line. A very useful as well as interesting scavenger; a good infusoria producer. **MEDIUM SIZE 2 for 25c — 12 for \$1.00. LARGE BREEDERS—75c per pair.**

MYSTERY SNAIL EGGS—Easy to hatch, snail eggs are shipped to you complete with directions, 200 to 300 eggs in nest. **PRICE \$1.00.**

JAPANESE SNAILS (Viviparis Mallaetus) "Trap Door Snail"—this live bearing snail originally from Japan is well suited to cold water tanks and outdoor pools. Hardy and prolific these snails make excellent scavengers. **EXTRA LARGE 50c pair. ASSORTED SIZES 25c pair—12 for \$1.00.**

RED RAMSHORN SNAILS (Planorbis Corneus)—An active worker, small, bright red in color. Lays eggs in gelatin like mass. **BREEDING SIZE 2 for 25c.**

BLACK RAMSHORN SNAILS (Planorbis)—Another hardy snail that is an excellent scavenger for outdoor pools and goldfish tanks. **3 for 25c — 6 for 50c.**

PHILIPPINE SNAILS—Pigmy live bearing snail—small dark brown in color, "Horn of Plenty" shaped. This tiny snail is a worthwhile addition to any tank, they burrow in the gravel and consume food and refuse below the surface. Very prolific breeders. **4 for 25c — 50c dozen.**

FRESH WATER MUSSELS—These fresh water clams are useful in aquariums to filter green algae and cloudiness from the aquarium. They remain half buried in the gravel and filter the water through themselves feeding on any suspended matter that may be present in the water. **2 for 25c — 12 for \$1.00.**

AMERICAN NEWTS (Salamanders)—These interesting little aquatic animals are amphibious; they can be kept with goldfish, in pools or aquariums. **35c each.**

BABY TURTLES—Another aquatic novelty; these little fellows make wonderful pets for children and provide them with a sense of responsibility towards living creatures. Interesting to watch they will eat Turtle Food, Ant Eggs, or White Worms. Give them an occasional bit of raw beef and keep them where they get a few hours of sun each day. **EACH 75c.**

SCAVENGER COLLECTION COLLECTION NO. S-10

SNAIL COLLECTION. Consists of a selection of five varieties of snails.

All nice, selected specimens. \$1.25

Visitors Welcome!

We cordially invite you to visit "Ohio's Finest Water Gardens." We are here to serve you at our plant daily and Sundays as well as to fill your orders by mail. Your whole family will be delighted by the unusual and exotic beauty of our twenty eight acres devoted exclusively to "Things Aquatic."

"Visitors are Welcome!" And we mean it! When you come out to see us—bring the family. Whether you come to look or to shop, you are welcome to stay as long as you like and to roam wherever you wish.

PLEASE! DON'T GET LOST.

WE ARE NOT LOCATED IN THE "VILLAGE" OF LOVELAND—(Loveland, Ohio is our mailing address only.)

STAY ON MONTGOMERY ROAD (U. S. 22—State Route 3)—OUR GATE IS EXACTLY 5 MILES BEYOND THE "DRIVE IN THEATRE" IN MONTGOMERY, OHIO.

From January 1 to April 1 we are open Weekdays 8 to 4:30 — Saturdays 8 to 5 — Sundays 12 to 5:30.

From April 2 to December 31 we are open Weekdays 8 to 4:30 — Saturdays 8 to 5 — Sundays 9 to 5:30.

We are not open in the evening and we close in observance of the following holidays: New Years Day, Decoration Day, Independence Day, Labor Day, Thanksgiving and Christmas.

LOVELAND GOLDFISH FARM AND AQUATIC NURSERIES — LOCATED ON THE C. C. C. HIGHWAY (U. S. 22 — STATE ROUTE 3) JUST A PLEASANT 20 MILE DRIVE FROM DOWNTOWN CINCINNATI.

OUR PHONE NUMBER — LOVELAND 5-5521

JANUARY 1 to

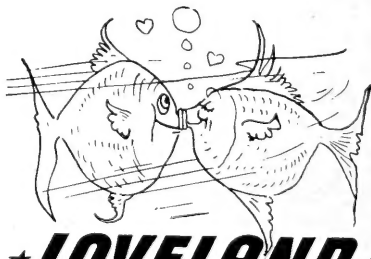
April 1

Open Daily

8 to 4:30

Sundays

12 to 5:30



★ LOVELAND ★
GOLDFISH FARM-AQUATIC NURSERIES

**April 2 to
December 31**

Open Daily

8 to 4:30

Sundays

9 to 5:30